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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/734,295	12/11/2000	George Bradley Hobbs	10003974-1	3877

7590 07/12/2005

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O.Box 272400
Fort Collins, CO 80527-2400

EXAMINER

EBRAHIMI DEHKORDY, SAEID

ART UNIT	PAPER NUMBER
	2626

DATE MAILED: 07/12/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

**Advisory Action
Before the Filing of an Appeal Brief**

Application No.

09/734,295

Applicant(s)

HOBBS, GEORGE BRADLEY

Examiner

Saeid Ebrahimi-dehKordy

Art Unit

2626

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

THE REPLY FILED 21 June 2005 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:
 - a) The period for reply expires 3 months from the mailing date of the final rejection.
 - b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 - (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 - (b) They raise the issue of new matter (see NOTE below);
 - (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 - (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: Applicant has amended the claim 11 and 19 by adding "including automatically selecting at least one of the advertisements based on the content of the print job which raises new issues that would require further consideration and /or search. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. Applicant's reply has overcome the following rejection(s): _____.
6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: 11-21 AND 24-28.

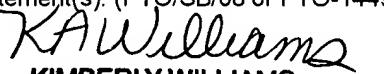
Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
 12. Note the attached Information Disclosure Statement(s). (PTO/SB/08 or PTO-1449) Paper No(s). _____
 13. Other: _____.


KIMBERLY WILLIAMS
SUPERVISORY PATENT EXAMINER

Please do not enter!

Thanks, Saeid

Amendment and Response under 37 C.F.R. 1.116

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

IN THE CLAIMS

Please cancel claims 1-10, 22, and 23 without prejudice.

Please amend claims 11, 19, and 24 as follows:

1-10. (Cancelled)

11. (Currently Amended) A method of processing a print job of a customer and including advertising with the print job, the method comprising the steps of:

defining a print processing system controller having a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith;

defining a network communication link between the customer and the print processing system controller;

receiving a data file for the print job from the customer at the print processing system controller via the network communication link;

processing the data file for the print job and determining from the data file a content of the print job; and

associating at least one of the advertisements with the print job, including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements.

12. (Original) The method of claim 11, wherein the step of defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.

13. (Original) The method of claim 11, wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of the advertisements and associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

14. (Original) The method of claim 11, further comprising the step of:

Amendment and Response under 37 C.F.R. 1.116

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

printing the print job, and

wherein the step of associating the at least one of the advertisements includes printing the at least one of the advertisements with the print job.

15. (Original) The method of claim 14, wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable.

16. (Original) The method of claim 11, further comprising the step of:
registering the advertisements with the print processing system controller.

17. (Original) The method of claim 16, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller, and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link.

18. (Original) The method of claim 16, wherein the step of registering the advertisements includes storing the advertisements, and wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements.

19. (Currently Amended) A system for processing a print job of a customer and including advertising with the print job, the system comprising:

a print processing system controller configured to have a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith,
wherein the print processing system controller is adapted to receive a data file for the print job from the customer, determine a content of the print job from the data file, and automatically select at least one of the advertisements for the print job based on the content of

Amendment and Response under 37 C.F.R. 1.116

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

the print job and the profile of the advertisements and associate at least one of the advertisements with the print job based on the data file for the print job.

20. (Original) The system of claim 19, wherein the print processing system controller is configured to communicate with the customer via a network communication link, and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link.

21. (Original) The system of claim 20, wherein the network communication link is an Internet communication link.

22. (Cancelled)

23. (Cancelled)

24. (Currently Amended) The system of claim 23, wherein the print processing system controller is adapted to compare the content of the print job with the profile of the advertisements and associate the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

25. (Original) The system of claim 19, wherein the print processing system controller is adapted to query the customer for approval to associate the at least one of the advertisements with the print job, receive a response thereto, and associate the at least one of the advertisements with the print job if the response is favorable.

26. (Original) The system of claim 19, wherein the print processing system controller is configured to communicate with at least one advertiser via a network communication link, and wherein the print processing system controller is adapted to receive at least one advertisement of the plurality of advertisements from the at least one advertiser via the network communication link.

Amendment and Response under 37 C.F.R. 1.116

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

27. (Original) The system of claim 26, wherein the network communication link is an Internet communication link.

28. (Original) The system of claim 19, further comprising:

a print processing data storage system configured to communicate with the print processing system controller and store the advertisements therein.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: George B. Hobbs Examiner: Saeid Ebrahimi-Dehkordy
Serial No.: 09/734,295 Group Art Unit: 2626
Filed: December 11, 2000 Docket No.: 10003974-1
Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB
ADVERTISING

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JUN 21 2005

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I hereby certify that the following papers are being facsimile transmitted to the U.S. Patent and Trademark Office, Fax No.: (703) 872-9306 on the date shown below:

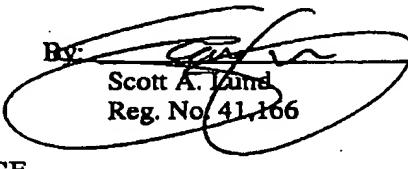
1. Transmittal Letter for Response/Amendment (1 pg.);
2. Amendment and Response (8 pgs.);

Respectfully submitted,

George B. Hobbs,

DICKE, BILLIG & CZAJA, PLLC
Fifth Street Towers, Suite 2250
100 South Fifth Street
Minneapolis, MN 55402
Telephone: (612) 573-2006
Facsimile: (612) 573-2005

Date: JUNE 21, 2005
SAL:jan

By: 
Scott A. Lund
Reg. No. 41,166

10 PAGES - INCLUDING COVER PAGE

HEWLETT-PACKARD COMPANY
 Intellectual Property Administration
 P. O. Box 272400
 Fort Collins, Colorado 80527-2400

PATENT APPLICATION
 ATTORNEY DOCKET NO. 10003974-1

IN THE
 UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): George B. Hobbs

Confirmation No.: 3877

Application No.: 09/734,295

Examiner: Ebrahimi-Dehkordy

Filing Date: Dec. 11, 2000

Group Art Unit: 2626

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

Mail Stop AF
 Commissioner For Patents
 PO Box 1450
 Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

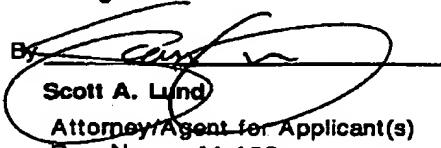
(X) Response/Amendment	() Petition to extend time to respond
() New fee as calculated below	() Supplemental Declaration
(X) No additional fee	
() Other: _____ (fee \$ _____)	

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	16	MINUS	28	= 0	X \$50	\$ 0
INDEP. CLAIMS	2	MINUS	3	= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

George B. Hobbs

By: 
 Scott A. Lund
 Attorney/Agent for Applicant(s)
 Reg. No. 41,166

Date: June 21, 2005

EXPEDITED PROCEDURE
Examining Group Number 2626

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	George B. Hobbs	Examiner:	Saeid Ebrahimi-Dehkordy
Serial No.:	09/734,295	Art Unit:	2626
Filed:	December 11, 2000	Docket No.:	10003974-1
Title:	PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING		

AMENDMENT AND RESPONSE UNDER 37 C.F.R. 1.116

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JUN 21 2005

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir/Madam:

This Amendment and Response is in reply to the Final Office Action mailed April 21, 2005. Applicant respectfully requests entry of this Amendment and is proposing this Amendment to place the application in a condition for allowance. Please amend the above-identified patent application as follows:



UNITED STATES PATENT AND TRADEMARK OFFICE

fw
UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/734,295	12/11/2000	George Bradley Hobbs	10003974-1	3877
7590	04/21/2005		EXAMINER	
HEWLETT-PACKARD COMPANY			EBRAHIMI DEHKORDY, SAEID	
Intellectual Property Administration			ART UNIT	PAPER NUMBER
P.O.Box 272400				
Fort Collins, CO 80527-2400			2626	

DATE MAILED: 04/21/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/734,295	HOBBS, GEORGE BRADLEY	
	Examiner Saeid Ebrahimi-dehKordy	Art Unit 2626	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 20 October 2004.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-28 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-28 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	6) <input type="checkbox"/> Other: _____

Response to Arguments

1. Applicant's arguments filed 10/20/04 have been fully considered but they are not persuasive. Applicant request that the Examiner provide a copy of application No. 09,581,306 and identify where the subject matter used to make the rejection is appropriately supported in the relied upon earlier-filed application.
2. Examiner points out the section that the subject matter used to make the rejection are mentioned next to each parentheses in double parentheses.
3. the portions of the application 09,581,306 which was used to reject the claims are being presented for the applicant

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-28 are rejected under 35 U.S.C. 102(e) as being anticipated by Zehr et al (Pub.

No.: US 20010025274 A1)

Regarding claim 1,11 and 19 Zehr et al disclose: A method of processing a print job of a customer and including advertising with the print job (please note Fig.2 items 26,66 and 44) the method comprising the steps of: defining a print processing system controller having a plurality of advertisements registered therewith (please note Fig.2 and page 5

Art Unit: 2626

lines 6-8) defining a network communication link between the customer and the print processing system controller (please note Fig.1 and 2 the way mail sender is communicating through the network to the advertisements and LPFs, page 2 paragraph 0027 through 0032) ((page 4 lines 27-34 and page 5 lines 1-31)) receiving a data file for the print job from the customer at the print processing system controller via the network communication link (please note Fig.2, items 26,34 and 66 where the received email or (data file) is received by the communication link to POD and AD compiler, page 2 paragraph 0030 through 0033) ((page 5 lines 11-34 and page 6 lines 1-7)) and associating at least one of the advertisements with the print job based on the data file for the print job (please note Fig.2&4 page 3 paragraph 0039 through 0040) ((please note page 8 lines 10-34 and page 9 lines 1-8)).

Regarding claim 2,12 ,21 and 27 Zehr et al disclose: The method of claim 1, wherein the step of defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller (please note page 2 paragraph 0030) or ((page 5 lines 11-16))

Regarding claim 3, and 22 Zehr et al disclose: The method of claim 1, wherein the step of associating the at least one of the advertisements includes processing the data file for the print job and determining from the data file a content of the print job (please note page 4 paragraph 0040 lines 20-31) or ((page 9 lines 1-8)).

Regarding claim 4,14 and 23 Zehr et al disclose: The method of claim 3, wherein each of the advertisements have a profile associated therewith, and wherein the step of associating the at least one of the advertisements includes comparing the content of the

print job with the profile of the advertisements (please note page 4 paragraph 0040) or ((page 8 lines 23-34 and page 9 lines 1-8)).

Regarding claim 5, 13 and 24 Zehr et al disclose: The method of claim 4, wherein the step of associating the at least one of the advertisements includes associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements (please note page 5 paragraph 0047) or ((page 11 lines 5-17)).

Regarding claim 6 Zehr et al disclose: The method of claim 1, further comprising the step of: printing the print job (please note Fig.2 item 44 where the mail object is printed, page 2 paragraph 0025) or ((page 4 lines 7-16)) and wherein the step of associating the at least one of the advertisements includes printing the at least one of the advertisements with the print job (please note page 3 paragraph 0039) or ((page 8 lines 10-22)).

Regarding claim 7, 15 and 25 Zehr et al disclose: The method of claim 6, wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable (please note page 2 paragraph 0031) or ((page 5 lines 17-32)).

Regarding claim 8 and 16 Zehr et al disclose: The method of claim 1, further comprising the step of: registering the advertisements with the print processing system

Controller (please note page 3 paragraph 0039) or ((page 8 lines 10-22)).

Regarding claim 9,17 and 26 Zehr et al disclose: The method of claim 8, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller (please note Fig.2 items 26,66 and 44, page 2 paragraphs 0027 through 0032) or ((page 4 lines 27-34 and page 5 lines 1-31)) and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link (please note page 3 paragraphs 0039) or ((page 8 lines 10-22)).

Regarding claim 10 and 18 Zehr et al disclose: The method of claim 8, wherein the step of registering the advertisements includes storing the advertisements and wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements (please note page 4 paragraph 0040) or ((page 8 lines 23-34 and page 9 lines 1-8)).

Regarding claim 20 Zehr et al disclose: The system of claim 19, wherein the print processing system controller is configured to communicate with the customer via a network communication link (please note Fig.2 items 26,34,66 and 44) and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link (please note page2 paragraph 0027 through 0030) or ((page 4 lines 27-34 and page 5 lines 1-16)).

Regarding claim 28 Zehr et al disclose: The system of claim 19, further comprising: a print processing data storage system configured to communicate with the

print processing system controller and store the advertisements therein (please note page 4 paragraph 0040) or ((page 8 lines 22-34 and page 9 lines 1-8)).

Conclusion

4. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Contact Information

- Any inquiry concerning this communication or earlier communications from the examiner should be directed to *Saeid Ebrahimi-Dehkordy* whose telephone number is (703) 306-3487.

The examiner can normally be reached on Monday through Friday from 8:00 a.m. to 5:30 p.m. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kimberly Williams, can be reached at (703) 305-4863.

Any response to this action should be mailed to:

Assistant Commissioner for Patents
Washington, D.C. 20231

Or faxed to:

(703) 872-9306, or (703) 308-9052 (for **formal** communications; please
mark
"EXPEDITED PROCEDURE")

Or:

(703) 306-5406 (for **informal** or **draft** communications, please label
"PROPOSED" or "DRAFT")

Hand delivered responses should be brought to Crystal Park II, 2121 Crystal
Drive, Arlington, VA., Sixth Floor (Receptionist).

Any inquiry of a general nature or relating to the status of this application should be
directed to the Group Receptionist whose telephone number is (703) 305-4750.

Saeid Ebrahimi-Dehkordy
Patent Examiner
Group Art Unit 2626
April 16, 2005



K.A. Williams
KIMBERLY WILLIAMS
SUPERVISORY PATENT EXAMINER

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination HOBBS, GEORGE BRADLEY	
		Examiner Saeid Ebrahimi-dehKordy	Art Unit 2626	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
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FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	S					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	09/581306 (IN PART) PAGES 4-6,8,9 AND 11
	V	
	W	
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Amendment and Response under 37 C.F.R. 1.116

Applicant: George B. Hobbs

Serial No.: 09/734,295

Filed: December 11, 2000

Docket No.: 10003974-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

REMARKS

The following Remarks are made in response to the Final Office Action mailed April 21, 2005, in which claims 1-28 were rejected. With this amendment, claims 1-10, 22, and 23 have been cancelled without prejudice, and claims 11, 19, and 24 have been amended to clarify Applicant's invention. Claims 11-21 and 24-28, therefore, remain pending in the application and are presented for reconsideration and allowance.

Claim Rejections under 35 U.S.C. § 102

Claims 1-28 are rejected under 35 U.S.C. 102(e) as being anticipated by Zehr et al. U.S. Publication No. 2001/0025274.

With this Amendment, claims 1-10, 22, and 23 have been cancelled without prejudice. The rejection of claims 1-10, 22, and 23 under 35 U.S.C. 102(e), therefore, is rendered moot.

With this Amendment, independent claim 11 has been amended to clarify that associating at least one of the advertisements with the print job includes "automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements." In addition, independent claim 19 has been amended to clarify that the print processing system controller is adapted to receive a data file for the print job from the customer, determine a content of the print job from the data file, and "automatically select at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements."

With respect to the Zehr et al. publication, this publication does not teach or suggest a method of processing a print job of a customer and including advertising with the print job as claimed in independent claim 11, nor a system for processing a print job of a customer and including advertising with the print job as claimed in independent claim 19. For example, the Zehr et al. publication discloses an electronic-to-physical mail delivery system that determines if an insertion of an advertisement of a selected one of a link to an advertisement of an advertiser and the advertisement itself is received (see Abstract). In the system of the Zehr et al. publication, advertisement selection is based on how closely the mail recipient matches the target market pre-selected by the advertiser (para. 0041), demographics known about the mail recipient (para. 0046), the user selecting an advertisement category (para. 0058), or user selection of one or more of the advertisements (para. 0060). The system of the

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Zehr et al. publication, however, does not automatically select an advertisement based on the content of the print job and the profile of the advertisements.

In view of the above, Applicant submits that independent claims 11 and 19 are each patentably distinct from the Zehr et al. publication and, therefore, are each in a condition for allowance. Furthermore, as dependent claims 12-18 further define patentably distinct claim 11, and dependent claims 20-21 and 24-28 further define patentably distinct claim 19, Applicant submits that these dependent claims are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejection of claims 1-28 under 35 U.S.C. 102(e) be reconsidered and withdrawn and that claims 11-21 and 24-28 be allowed.

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In view of the above, Applicant respectfully submits that pending claims 11-21 and 24-28 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment and Response should be directed to either Jeff D. Limon at Telephone No. (541) 715-5979, Facsimile No. (541) 715-8581 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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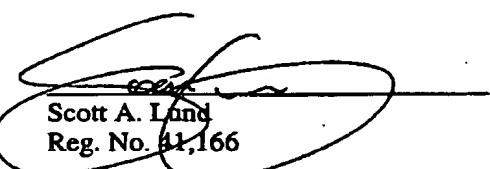
Respectfully submitted,

George B. Hobbs,

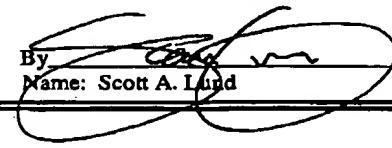
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CERTIFICATE UNDER 37 C.F.R. 1.8: The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (703) 872-9306 on this 21st day of June, 2005


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